

IN THE CLAIMS:

Claims 1-60 (Canceled)

Claim 61 (New): A process of providing a user computer with access to web page content analogous to the broadcast television model of content delivery, the process comprising:

the user computer requesting a first web page via a network connection,
displaying the first web page in a browser window,
detecting if the user computer is not actively sending and not actively receiving data via the network connection, and if so, commencing downloading at least one full-motion video file via the network connection to the user computer,

during downloading the at least one full-motion video file, detecting if the user computer is commencing downloading a second web page, and if so, waiting to continue downloading the at least one full-motion video file,

after completing downloading the at least one full-motion video file, independent of the user computer receiving user input, preempting viewing of the first web page, preempting viewing of the second web page, and automatically commencing displaying the at least one full-motion video file on the user computer without removing the display of the browser window,

during displaying the at least one full-motion video file on the user computer, providing control of the browser window, providing selective display sizing no smaller than a predetermined minimum size, and providing display run time between 30 seconds and 2 ½ minutes,

providing a hyperlink for requesting a third web page,

determining that the at least one full-motion video file should not display after the at least one

full-motion video file displayed a predetermined number of times per predetermined time period.

Claim 62 (New): The process of providing a user computer with access to web page content analogous to the broadcast television model of content delivery of claim 61, further comprising sending a questionnaire to the user computer prior to commencing downloading the second web page.

Claim 63 (New): The process of providing a user computer with access to web page content analogous to the broadcast television model of content delivery of claim 61, wherein displaying the at least one full-motion video file is via a window distinct from a window displaying the first web page.

Claim 64 (New): A user computer that receives web page content from a content server connected to a network, analogous to the broadcast television model of content delivery, comprising:

a central processing unit that can establish communication with the content server,
program memory that stores programming instructions that are executed such that the user computer

requests a first web page from the content server via a network connection,

displays the first web page in a browser window,

detects if the user computer is not actively sending and not actively receiving data via the network connection, and if so, commences downloading at least one full-motion video file via the network connection to the user computer,

during downloading the at least one full-motion video file, detects if the user computer commences downloading a second web page, and if so, waits to continue

downloading the at least one full-motion video file,

after completing downloading the at least one full-motion video file, independent of the user computer receiving user input, preempts viewing of the first web page, preempts viewing of the second web page, and automatically commences displaying the at least one full-motion video file on the user computer without removing the display of the browser window,

during displaying the at least one full-motion video file on the user computer, provides control of the browser window, provides selective display sizing no smaller than a predetermined minimum size, and provides display run time between 30 seconds and 2 ½ minutes,

provides a hyperlink for requesting a third web page,

determines that the at least one full-motion video file should not display after the at least one full-motion video file displayed a predetermined number of times per predetermined time period.

Claim 65 (New): The user computer that receives files web page content from a content server connected to a network, analogous to the broadcast television model of content delivery of claim 64, wherein the program memory further stores programming instructions that are executed such that the user computer receives a questionnaire from the content server prior to commencing downloading the second web page.

Claim 66 (New): The user computer that receives files web page content from a content server connected to a network, analogous to the broadcast television model of content delivery of claim 64,

wherein the program memory further stores programming instructions that are executed such that the user computer displays the at least one full-motion video file via a window distinct from a window displaying the first web page.

Claim 67 (New): A program product for use in a computer system that executes program steps recorded in a computer-readable media to perform a process for providing a user computer with access to web page content analogous to the broadcast television model of content delivery, the program product comprising:

- a recordable media, and

- a program of computer-readable instructions executable by the computer system to perform process steps comprising:

- the user computer requesting a first web page via a network connection,

- displaying the first web page in a browser window,

- detecting if the user computer is not actively sending and not actively receiving data via the network connection, and if so, commencing downloading at least one full-motion video file via the network connection to the user computer,

- during downloading the at least one full-motion video file, detecting if the user computer is commencing downloading a second web page, and if so, waiting to continue downloading the at least one full-motion video file,

- after completing downloading the at least one full-motion video file, independent of the user computer receiving user input, preempting viewing of the first web page, preempting viewing of the second web page, and automatically commencing displaying the at least one

full-motion video file on the user computer without removing the display of the browser window,

during displaying the at least one full-motion video file on the user computer, providing control of the browser window, providing selective display sizing no smaller than a predetermined minimum size, and providing display run time between 30 seconds and 2 ½ minutes,

providing a hyperlink for requesting a third web page,

determining that the at least one full-motion video file should not display after the at least one full-motion video file displayed a predetermined number of times per predetermined time period.

Claim 68 (New): The program product for use in a computer system that executes program steps recorded in a computer-readable media to perform a process for providing a user computer with access to web page content analogous to the broadcast television model of content delivery of claim 67, wherein the program of computer-readable instructions executable by the computer system to perform process steps further comprising sending a questionnaire to the user computer prior to commencing downloading the second web page.

Claim 69 (New): The program product for use in a computer system that executes program steps recorded in a computer-readable media to perform a process for providing a user computer with access to web page content analogous to the broadcast television model of content delivery of claim 67, wherein the program of computer-readable instructions executable by the computer system to perform process steps further comprising displaying the at least one full-motion video file is via a

window distinct from a window displaying the first web page.